



Pines Tennis Club Strategic Plan 2025-2030

Introduction

The Pines Tennis Club is a vibrant community club located in Tuggeranong, providing opportunities for people of all ages and abilities to enjoy tennis in a welcoming and inclusive environment. Established in 1986, the Club has grown to become one of the region’s key community sports facilities, offering quality courts, professional coaching, and a diverse range of social and competitive programs.

This **Strategic Plan (2025–2030)** sets out the Club’s vision, mission, and priorities for the next five years. It provides a roadmap to guide decision-making, strengthen community connections, and ensure the long-term sustainability of the Club. The Plan aligns with the **CBR Next Move 2023–2028** framework and supports the ongoing development of tennis across the Canberra region.

Through continued collaboration with members, volunteers, and partners, The Pines Tennis Club aims to deliver a thriving, modern, and inclusive tennis environment — one that encourages lifelong participation and celebrates the spirit of community sport.

Vision

To be a vibrant, inclusive, and sustainable **community** tennis club providing quality facilities and promoting participation in tennis for all — from juniors to seniors, at both social and competitive levels.

Mission

To deliver enjoyable, safe, and accessible tennis experiences that encourage lifelong participation, personal development, and a strong sense **of community** belonging.

Core Values

- **Inclusivity:** Tennis for everyone, regardless of age, ability, or background.
- **Community:** A friendly and welcoming environment where people connect through sport.
- **Integrity:** Fair play, respect, and transparency in all activities.
- **Excellence:** Commitment to quality coaching, facilities, and programs.
- **Sustainability:** Responsible management of resources for long-term growth.



Pines Tennis Club Strategic Plan 2025-2030

Strategic Priorities and Objectives

(Aligned with CBR Next Move 2023–2028)

Priority Area	Strategic Objectives	Key Actions (2025–2030)
Capability and Capacity	Provide and maintain modern, accessible, and safe facilities that meet the needs of members and the wider community.	<ul style="list-style-type: none"> • Deliver the Court Expansion Project, including four new hardcourts and six Hot Shots/pickleball courts. • Upgrade existing court surfaces • Redo club flooring and replace fencing. • Maintain high-quality amenities, fencing, signage, and pathways. • Pursue grants and partnerships to support facility upgrades. • Provide accessible, age- and disability-friendly facilities. • Enable online membership renewal via the club website (annual or subscription with auto-renew reminders). • Maintain a “Book a Court” facility for members and non-members. • Keep an accurate member register via the ClubSpark database.
Participation and Performance	Promote tennis participation across all ages and skill levels — from beginners to advanced, social to competitive.	<ul style="list-style-type: none"> • Offer regular social tennis programs and gala nights for members. • Support teams competing in the Canberra Tennis League (junior and senior divisions). • Develop initiatives to help new and returning players • Provide in-house competitions and annual Club Championships. • Support inter-club and interstate competition opportunities.



Pines Tennis Club Strategic Plan 2025-2030

Priority Area	Strategic Objectives	Key Actions (2025–2030)
		<ul style="list-style-type: none"> • Ensure affordable community access to courts via online booking. • Strengthen participation through school and community partnerships. • In affiliation with Tennis ACT and Vikings Club, promote tennis in the ACT.
	Deliver high-quality coaching programs that encourage skill development, confidence, and performance.	<ul style="list-style-type: none"> • Partner with an accredited coaching organisation to deliver Tennis Australia–accredited programs. • Offer a full coaching pathway including Hot Shots, Cardio Tennis, holiday clinics, adult skills sessions, and performance squads. • Promote and run programs in collaboration with local schools.
Welcoming and Inclusive Environment	Ensure all members and visitors enjoy a safe, respectful, and supportive environment.	<ul style="list-style-type: none"> • Maintain compliance with Tennis Australia’s Safe Play and Child Protection policies. • Provide first aid and emergency response equipment on site. • Conduct regular risk assessments and facility audits. • Promote respectful behaviour and uphold zero tolerance for discrimination or harassment. • Support wellbeing through social connection and positive club culture initiatives.
	Build a strong, connected, and sustainable club community through volunteering, communication, and shared values.	<ul style="list-style-type: none"> • Foster an inclusive and friendly culture through social events, tournaments, and volunteering opportunities. • Celebrate member achievements and milestones through newsletters and social media



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		<ul style="list-style-type: none"> • Develop mentoring and leadership opportunities for juniors and new committee members. • Strengthen relationships with local schools, businesses, and community organisations. • Maintain recognition as a community-focused club through Tennis ACT awards and initiatives.
<p>Promotion and Communications</p>	<p>Ensure information on Pines Tennis Club facilities and programs is readily available for members and the wider community.</p>	<ul style="list-style-type: none"> • Maintain a comprehensive website and Facebook presence. • Publish quarterly club newsletters and notices. • Provide regular email updates to members • Share updates through external channels such as the Vikings Club newsletter. • Actively promote the club and its programs to increase engagement, membership, and participation: • Use information posts and sponsored ads on Facebook and Instagram. • Host open days, community carnivals, and charity fundraisers. • Promote flexible membership models. • Highlight coaching programs in schools • Support electronic court bookings.



Pines Tennis Club Strategic Plan 2025-2030

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Governance and Sustainability	Strengthen club management to ensure financial stability and long-term viability.	<ul style="list-style-type: none">• Review and update the Club Constitution and policies to reflect best practice.• Diversify revenue through membership, sponsorships, fundraising, and grants• Maintain transparent financial management and reporting.• Encourage succession planning and clear role descriptions for committee members.• Monitor progress through annual reviews of strategic goals.

Success Measures

- Completion of the Court Expansion Project.
- Growth in overall membership numbers.
- Increased participation in social and competitive programs.
- Positive member feedback through annual surveys.
- Recognition through Tennis ACT and community awards.
- Financial sustainability demonstrated through balanced budgets and growing reserves.